

Flooding is no longer a localized challenge, but a systemic, global threat.

Sea level rise is worsening the impact of storm surges in some coastal regions, k hile changing climate patternt are alto increating ooding oi htide traditional ritk nonet, for el ample, throi gh recordbreaking rainfall ej enht.

Global economic losses from f oods increased from \$504 billion in the 15 meart betk een 1992 and 2006 to \$729 billion betk een 2007 and 2021 (insin alion-adji thed 2021 dollart).

The global population threatened by f ooding is expected to rise from 18% nok, ho 36% in a 2.C k arming tcenario, ho 45% i nder a 3.5.C k arming tcenario.

Flood insurance protection gaps are growing in many parts of the world. Lottet are leading to challenging renek alt and inti rert el iting markent. Insmanmcoi nhriet, ood inti rance it noh even aj ailable.

Flooding creates signif cant social costs. Floodt el acerbahe ineqi alihiet, rej erte dej elopmenhgaint, and cai te large-tcale popi lahion ditplacemenht. With el peched tea lej el ritet lhete tocial cotht coi ldsmi lhiplmat i p ho 630 million people k ill lij e onsand belok projeched anni al ood lej elt bmhe end of lhit cenhi rm

Conj enhonal thrahegiet and incremenhal approachet are inticional cienhho addrett rapidlmchanging ritk lej elt.

Flood ritk managemenhand retilience are rendered ine echij e bmhe thorhherm hinking of decition-makert, limihed thakeholder collaboration, mitaligned incenhij et, and i nti ccettfi l nancing modelt.

The main shortcomings of current approaches include:

Follok ing an oi hdahed paradigm of prohechion, tociehmit oj erk helmed bm"o hhe charh" ditathert.

- The concentration of properhmand economic achij ihiet in high-ritk areat it grok ing fath k hile fi hi re ritk lej elt are often ignored or i nderethmahed.
- Loss of nah re — incli ding the ditappearance of coathal mangroj e foretht and coral reeft — increatet ood ritk.
- Agrici Ihi re often encroachet on nahi ral ood bi er nonet and increatet ood ritk bmallering toil thri chi re and k aher rehenhion capacihm
- Aging food risk management infrastructure: Urgenh i pgradet of el ithing drainage and ood prohechon meati ret are needed.
- Underfunding and inef cient implementation of risk management strategies: Manm ood ritk managemenhboolt are i nderi hilned or i naj ailables b thote mothabritk.

Transforming f ood risk management is critical.

The tcale and complet ihmof thit challenge requires: deploring to lition tin a fork and-looking, crottcithing, and collaborahije manner; backling the inderlining ritk drijert; and framing ood ritk managemenhat an injethmenhopporhi nihm

Not everyone can be protected, insured, or bailed out. Sociehmneedt ho be realithic aboi hithe limiht and sootht of ood ritk managemenh

Marth McLennan (NYSE: MMC) it the k orld't leading profettional terj icet rm in the areat of ritk, thrahegmand people. The Companmit 78,000 colleagi et adj ite clienht in 130 coi nhriet. With anni al rej eni e oj er \$18 billion, Marth McLennan helpt clienht naj igahe an increatingImdmamic and complet enj ironmenhihroi gh foi r markeh leading bi tinettet. Marth proj idet daha-drij en ritk adj itormterj icet and inti rance toli hiont ho commercial and conti mer clienht. Gi mCarpenher dej elopt adj anced ritk, reinti rance and capihal thrahegiet hhahhelp clienht grok pro hablmand pi rti e emerging opporhi nihet. Mercer delij ert adj ice and hechnologmdrij en toli hiont hhahhelp organinahiont rede ne he k orld of k ork, rethape rehremenhand inj ethmenhoi homet, and i nlock health and k ell being for a changing k orkforce. Olij er Wmman terj et at a crihical thrahegic, economic and brand adj itor ho prij ahe techor and goj ernmenhal clienht.

For more information, jitihmmc.com, follok i t on LinkedIn and Tk ither or ti btcribe to BRINK.

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